

EVALUATION KIT



# WELCOME TO YOUR EVALUATION KIT

An ISSA certification can launch your  
dream career in fitness.  
Keep going to find out how.

[www.issaonline.com](http://www.issaonline.com)  
800-545-4772

**ISSA** INTERNATIONAL  
SPORTS SCIENCES  
ASSOCIATION

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# Introduction



1. Find out if ISSA is right for you!

Welcome to your Evaluation Kit! We're excited to help you discover if ISSA is the right choice for you as you pursue your fitness career goals. This evaluation kit is designed to provide you with a comprehensive overview of what ISSA has to offer, so you can make an informed decision about your future.



2. Are you ready to reach your goals?

At ISSA, we are committed to your success. That's why our certification programs are designed to meet you where you are and help you get to where you want to be. Whether you're just starting out in the fitness industry or you're looking to take your career to the next level, we have the tools, resources, and expertise you need to succeed.



3. Need our support? We've got you!

One of the key benefits of getting certified with ISSA is that our programs are tailored to your specific needs and goals. We offer flexible payment options and expert support to help you stay on track and achieve your certification at your own pace. And once you're certified, we continue to support you with ongoing education and career resources to help you stay ahead of the curve.



4. Ready? Let's go!!!

So if you're looking for a certification program that is focused on your goals and dedicated to your success, look no further than ISSA. Our Free Evaluation Kit is the first step in your journey toward a rewarding and fulfilling career in fitness. Let's get started!

# About ISSA

Since 1988, ISSA has been committed to providing the highest quality education and resources to aspiring fitness professionals. Our mission is simple: to empower people to achieve their fitness and career goals through quality education and support.

At the heart of our organization is a commitment to quality education. We believe that everyone deserves access to the tools and resources they need to succeed in their fitness career, which is why we offer a wide range of certification programs designed to meet the needs of aspiring fitness professionals at every level.

## CONTINUOUS LEARNING AND DEVELOPMENT

We're also committed to continuous learning and development. As the fitness industry continues to evolve, we strive to stay ahead of the curve and provide our students with the most up-to-date information and training techniques. That's why we offer ongoing education and career resources to help our graduates stay ahead of the game.

## SUPPORT

At ISSA, we know that success in the fitness industry is about more than just education. That's why we're dedicated to supporting our students throughout their entire career journey. From career guidance to job placement assistance, we're here to help you succeed every step of the way.

## INDUSTRY CONNECTIONS

Our commitment to quality education and support has earned us partnerships with leading fitness brands like Reebok, MyFitnessPal, and TRX. These partnerships allow us to provide our students with exclusive discounts on equipment, software, and other resources to help them succeed in their careers.

If you're looking for a certification program that is dedicated to your success, look no further than ISSA. With our commitment to quality education, continuous learning, and career support, we're the perfect partner to help you achieve your fitness career goals.

# Certifications Overview

## PERSONAL TRAINER PROGRAMS OVERVIEW

At ISSA, we want to get you where you want to go in the fitness industry. Starting with our Personal Trainer Certification course, you can level up and enroll in the Elite or Master Trainer programs - but if that isn't for you just yet, you can take that next step later..



- Yes, we offer the most NCCA accredited exams in fitness! Our NCCPT exams are accredited by the National Commission for Certifying Agencies (NCCA). With these accredited exams you will open more doors.



## PERSONAL TRAINER COURSE

### Applicable Content:

-Purpose Driven Training Model

💡 -Accredited Exam

### Achievable Success:

💡 -Educational Bootcamp

-Online Textbook

-Practice Quizzes

-Forums

💡 -Dedicated Success Coach

- This Educational Bootcamp provides you with the ultimate LIVE guide to studying, understanding, and passing your course. Over the course of 5 weeks, you'll receive direct access to ISSA Geniuses, take part in live study tutorials that deep-dive into specific concepts of the course, and find out EXACTLY what you need to pass your final exam with flying colors - a \$600 value that you'll get for FREE!

*Get 5 1-hour study sessions (live or on-demand) AND 5 1-hour open Q&A with the ISSA Geniuses who lead the bootcamps.*



- Your success is our #1 priority! Get paired with some one on our team that will be with you the entire way... even when you're certified!

# Certification Programs

## NOW LET'S TALK LEVELING UP

Becoming an Elite or Master Trainer might not mean a lot now but once you are ready to land a job and clients it will. Adding specializations will allow you to cast a wider net because you are equipped to train a wider variety of clientele than the average trainer.

Want to work with kids? We have a cert for you. Want to learn more about group fitness, pilates or maybe running? You guessed it, we have a cert for all of those.



## WHICH CERTIFICATION PROGRAM IS RIGHT FOR YOU?

If you enroll in the **ELITE** or **MASTER** Program you will get *everything* in the Certified Personal Trainer course because that is the foundation of these programs - but also more *knowledge, opportunities, and earnings* as you level up.

	Certified Personal Trainer Program	<b>MOST POPULAR!</b> Elite Trainer Program	Master Trainer Program
Personal Trainer Course	✓	✓	✓
Nutritionist Course		✓	✓
Choose One: Advanced Specialization		✓	✓
Choose Three: Advanced Specializations			✓
	ENROLL	ENROLL	ENROLL



# Advanced Specializations

Make an average **\$4,000 more** per Specialization earned!



## Nutritionist

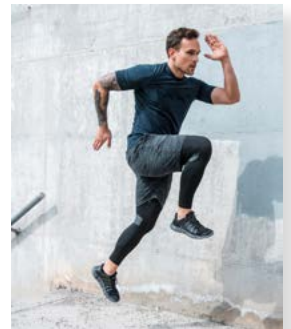
“I'm happy I added the Nutritionist course into my CPT package, broke down and dove deeper into nutrition. Great value for material, and great course altogether.”

- Amanda Lukiv

## Strength & Conditioning + NCCPT Exam

“Good course. Really helps you with a deeper understanding of programming, which is important for any coach.”

- Michael Davis



## Bodybuilding Specialist

“I used this certificate for continuing education for my personal training certificate. Helps to build my client base.”

- Annette Scholfield

## Online Coach

“ISSA Over delivered!! So much valuable information and instructions on being successful. I will continue to learn and practice the education received in the online coaching certification. Thank you for being the best!”

- DELORECE



## Glute Specialist

“The Glute Specialist Certification allowed me to gain more extensive knowledge in the anatomy of the glutes. I will be able to take what I've learned to help enhance individual clients to help them development their glutes naturally.”

- Kendra Greene

**Over +20 Advanced Specializations to choose from!**

# Study Materials

At ISSA, we understand that our students come from diverse backgrounds and have unique learning styles. That's why we offer a variety of study materials to cater to different preferences and needs. Our study materials are designed to be comprehensive, engaging, and relevant, providing our students with the knowledge and skills necessary for success in the industry.

## STUDY MATERIALS YOU WON'T FIND ANYWHERE ELSE...



### EDUCATIONAL BOOTCAMPS

Over the course of 5 weeks, you'll receive direct access to ISSA Geniuses (*in other words - the people who helped write the course and are Master Trainers*), take part in live study tutorials that deep-dive into specific concepts of the course, and find out EXACTLY what you need to pass your final exam with flying colors - a \$600 value that you'll get for FREE!



### LIVE LEARNING EXPERIENCE

10 LIVE comprehensive sessions led by ISSA Geniuses focused on helping you to achieve your certification in a timely manner. Can't make the live sessions? View the recordings on your own time.



### PERSONALIZED SUPPORT:

This is worth mentioning twice, we offer personalized support to our students, including access to expert mentors who are available to answer questions and provide guidance throughout the program. Our mentors are experienced professionals in the industry and are dedicated to helping our students succeed.

## ADDITIONAL STUDY MATERIALS



### ONLINE COURSE CONTENT

Our online course content includes video lectures, interactive learning activities, quizzes, and assessments. This content is accessible through our user-friendly online platform, which allows students to learn at their own pace and on their own schedule.



### TEXTBOOKS AND STUDY GUIDES:

We also provide textbooks and study guides for those who prefer to learn through reading and taking notes. Our textbooks and study guides are written by industry experts and are designed to be easy to understand and informative.



## OPTIONAL UPGRADES TO SUPPORT YOUR SUCCESS:



### ► FAST TRACK:

Resources to complete your Certified Personal Trainer exam in as little as 4 weeks.

### ► STUDY EXPANSION PACK:

Prepare for the Certified Personal Trainer exam even faster. This pack accommodates all four learning styles (auditory, kinesthetic, visual, reading/writing) so whatever your preferred learning style is, we've got you covered!

## FACEBOOK GROUPS AND ONLINE COMMUNITIES:



We have two Facebook Communities that are built around YOU! Join others who are going through the Bootcamp with you and have been where you are. Ask questions about the course, passing the exam and even what happens next. This is a great way to connect and form relationships while you are studying to get certified!



Our study materials are not only beneficial for passing the certification exam but also applicable to real-world scenarios. The knowledge and skills gained from our study materials will enable our students to design effective fitness programs, work with clients of all levels and ages, and provide valuable advice on nutrition and lifestyle habits.

Furthermore, having access to a variety of study materials is beneficial for those pursuing the Elite Certified Fitness Trainer program. This program offers additional specializations in areas such as nutrition, corrective exercise, and strength training. By having access to a variety of study materials, students can gain a more comprehensive understanding of these areas and apply them to their future clients.

Overall, our study materials are designed to provide our students with a high-quality learning experience that will prepare them for a successful career in the fitness industry.

# Why get certified through ISSA?

## REAL-WORLD COURSE APPLICATION

The ISSA Certified Personal Trainer course was made by trainers, for trainers. Learn tools that you will be able to apply everyday in your new career. The ISSA Purpose-Driven Training Model is the foundation of our Personal Training course and is a great starting point for new trainers looking to make a real impact on the lives of their clients. By going through the various steps of the model, you'll learn how to properly assess your clients, design effective training programs, and guide them toward complete wellness.

## NCCA ACCREDITATION

ISSA's certification programs are accredited by the National Commission for Certifying Agencies (NCCA). This accreditation ensures that ISSA's certification programs meet the highest standards of quality and rigor in the industry. NCCA accreditation is a major benefit to ISSA students and graduates, as it provides them with the assurance that their certification is recognized and respected by employers and industry professionals. Additionally, many employers and job opportunities require candidates to have a certification from an NCCA-accredited program. ISSA is proud to offer NCCA-accredited certification programs, providing our students and graduates with a competitive advantage in the industry.

## EXAM FORMAT

All certification programs include an online multiple-choice exam, which can be taken from the comfort of your own home. The exams are open book and must be completed within six months of enrollment.

## PERSONALIZED SUPPORT

This is worth mentioning twice, we offer personalized support to our students, including access to expert mentors who are available to answer questions and provide guidance throughout the program. Our mentors are experienced professionals in the industry and are dedicated to helping our students succeed.

## GET A JOB AS A PERSONAL TRAINER: GUARANTEED

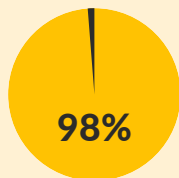
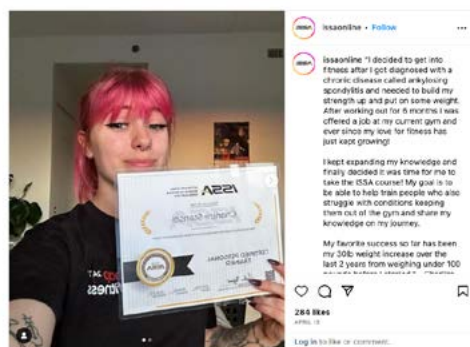
If you want a job as a personal trainer - you've got one. With your certification, a job is guaranteed with one of our 10,000 U.S. gym partners.



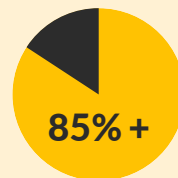
Graduates of all three programs are eligible for a variety of career paths in the fitness industry, including working in a gym or health club, starting their own personal training business, or working with athletes. The Elite Certified Fitness Trainer program provides graduates with additional specializations, which can help them stand out in the industry and increase their earning potential. By adding specializations to your certification, you'll be able to offer a wider range of services to your clients, which will help you stand out in the job market and increase your earning potential. With the Elite Certified Personal Trainer program, you'll be able to customize your education to fit your career goals and interests, while still receiving the core knowledge and skills necessary to be a successful personal trainer.

# Real Students, Real Reviews

Don't just take our word for it, we have over 6,500 5 Star Reviews for a reason - hear from some of our successful graduates and see how ISSA has helped them achieve their career goals and transform their clients' lives.



Student Satisfaction

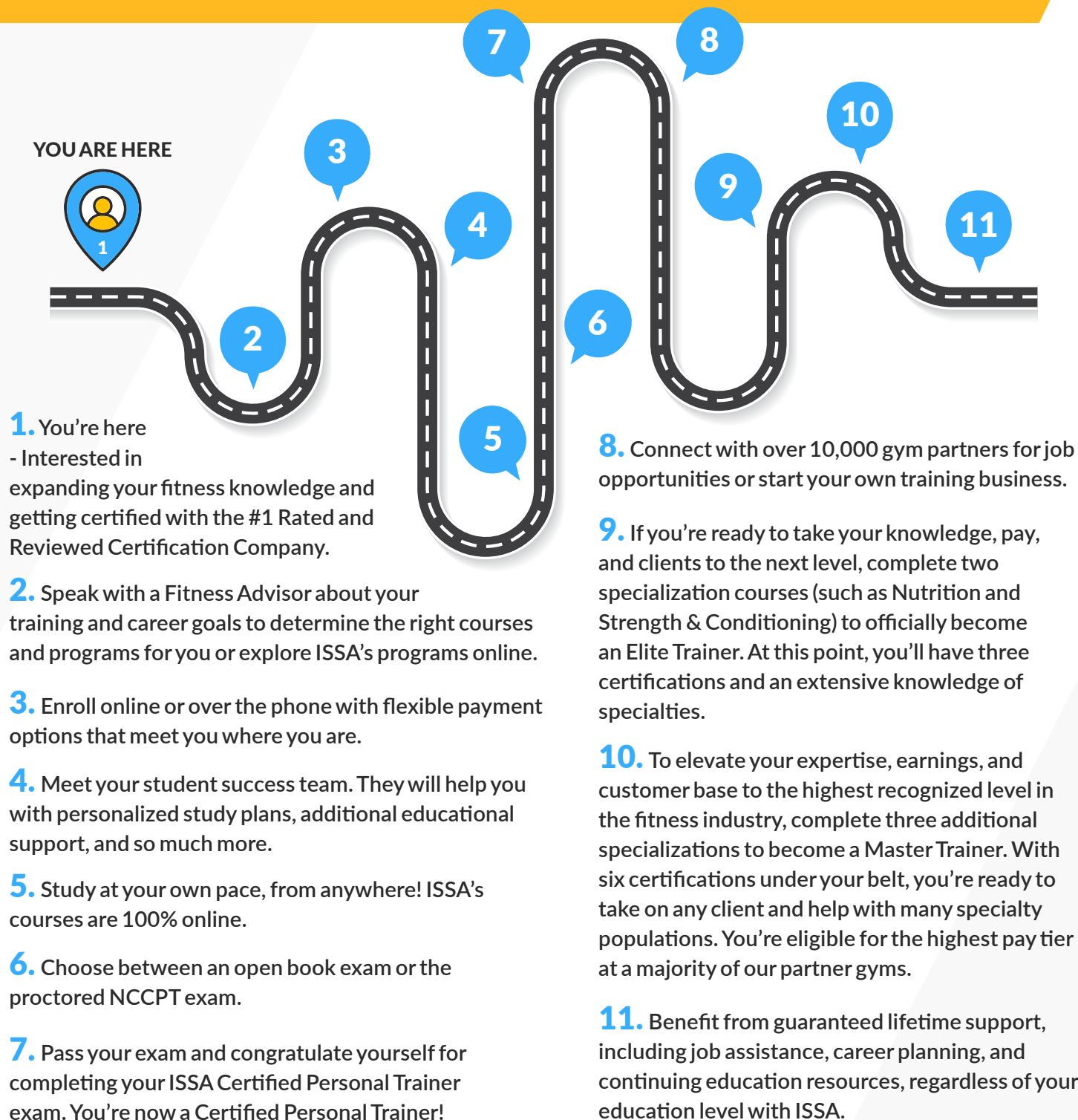


Over 85% Find Employment

Our students have a satisfaction rate of over 98%, and our graduates have a success rate of over 85% in finding employment in the fitness industry. These statistics are a testament to the quality of education and support that ISSA provides to its students.

ISSA has also received numerous awards and recognition in the fitness industry, including being recognized by the Huffington Post as one of the top Personal Training Certifications in America. These accolades reflect our commitment to quality education and our students' success.

# Fitness Certification Blueprint





# Are You Ready?

## EVALUATION KIT QUESTIONNAIRE:

Answer the following questions to evaluate your readiness for a career as a personal trainer:

1. Are you passionate about fitness and helping others achieve their health and wellness goals?  
☐ Yes ☐ No
2. Do you have a basic understanding of anatomy, physiology, and exercise principles?  
☐ Yes ☐ No
3. Are you committed to continuous learning and staying up-to-date with the latest fitness trends and research?  
☐ Yes ☐ No
4. Are you ready to motivate others?  
☐ Yes ☐ No
5. Are you comfortable working with a diverse range of clients, including individuals with different fitness levels, ages, and abilities?  
☐ Yes ☐ No

If you answered mostly “Yes” and are passionate about helping others achieve their fitness goals, getting certified as a personal trainer can be a rewarding and fulfilling career path for you.

If you answered mostly “No” or are unsure about certain aspects, don’t worry! ISSA offers comprehensive certification programs that provide the knowledge and skills you need to succeed as a personal trainer. Our programs are designed to support your growth and development, regardless of your starting point.

Take the next step and explore our certification programs by clicking the button below. If you have any questions or need further guidance, our knowledgeable representatives are ready to assist you on your journey towards becoming a certified personal trainer.

**EXPLORE CERTIFICATION PROGRAMS**


# Let's Go!

## CONGRATULATIONS!

You've taken your first step! By completing the ISSA Evaluation Kit, we hope you have gained valuable insights into the benefits of getting certified with ISSA and the features of our certification programs.

From the flexibility of our payment options to the expert support and wide range of specializations offered in our Elite Certified Fitness Trainer program, we are confident that ISSA has everything you need to succeed in the fitness industry.

We encourage you to take the next step and enroll in an ISSA certification program today. As a special thank you for completing the evaluation kit, enroll today and take \$50 off! Use coupon code: **EVALKIT50**



**\$50 OFF!**

**ENROLL NOW**

**FITNESS ADVISORS  
ARE READY TO TALK**